



## Mayor's Water Conservation Challenge **Take the Pledge**

KEEP IT UP  
KEEP IT DOWN

**For Immediate Release**

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For more information, contact:

Daniel Ransom 505.995.4225

### **Mayor's Water Conservation Challenge** **Celebrating the 40<sup>th</sup> Anniversary of the Clean Water Act** *Community Asked To Take Water Conservation Pledge for the Future of Santa Fe's Water* **April 1 – April 30**

**SANTA FE**\_\_ Santa Feans, among the best water conservers in the state and the Southwest, can show the rest of the nation just how good they are by joining the national Mayor's Water Conservation Challenge.

To celebrate the 40<sup>th</sup> anniversary of the Clean Water Act and to increase awareness about water conservation, Mayor Coss and the City Council announced today Santa Fe's participation in a national challenge to see whose city can do the best to conserve water.

The National Mayor's Challenge for Water Conservation is a friendly community service competition among cities across the nation to see who can be the most "water-wise" through a series of informative, easy-to-use online pledges. Residents can enter by making water conservation pledges at [www.mywaterpledge.com](http://www.mywaterpledge.com)

All individual pledges will count toward the city's overall water saving and pollution reductions. Cities are divided into four regions (West, Midwest, South and Northeast) and categorized by population. Residents in winning cities are eligible to win more than \$50,000 in prizes, including the grand prize of a Toyota Prius Hybrid.

"Santa Fe's dedication to conserve water has been extraordinary. I would like to personally thank the residents of Santa Fe for our continued success with water conservation , we know just how precious our water is," Mayor Coss said. "Our water-use use statistics are among the lowest in New

Mexico and the Southwest United States. This challenge gives us an opportunity to keep our conservation efforts up and keep our water use down.”

Santa Fe's long-standing water conservation and drought management programs are the best in the Southwest with respect to both comprehensiveness and effectiveness. City water customers reduced their water use by 38 percent from 1995 to 2010, from 168 gallons to 104 gallons per capita per day. Santa Fe's average daily use is substantially lower than the national average of about 150 gallons or that of Albuquerque, also about 150 gallons.

Santa Fe has achieved its low use numbers through the implementation of a comprehensive set of ordinances that require Santa Fe's citizens and businesses comply with water conservation requirements designed to provide financial incentives to conserve water.

For more information about water conservation in Santa Fe, including the Drought Water Management plan, residential and commercial rebate programs, and outdoor/indoor water use requirements, please visit [www.santafenm.gov/conservation](http://www.santafenm.gov/conservation).

The National Mayor's Challenge for Water Conservation is sponsored by the Wyland Foundation, a nonprofit that promotes awareness for environmental causes through educational programs and public arts projects.

Keep it Up. Keep It Down. Take the Pledge.

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